

2. (TWICE AMENDED) The gas discharge display device of claim 1, wherein a structural dimension of a first display element corresponding to said first fluorescent substance is different from structural dimensions of second and third display elements corresponding to said second and third fluorescent substances, wherein the filter partially blocks the light emitted by the first element, and a light-emission intensity of the first display element is higher than would be necessary to reproduce the whitish color to be displayed by using a combined light emission of the first to third display elements that is not received by said filter.

3. (TWICE AMENDED) The gas discharge display device of claim 2, wherein each of the display elements comprises a pair of electrodes to generate an electric discharge between the electrodes to allow the fluorescent substances to emit light, and the dimension condition is a surface area of the electrodes.

4. (TWICE AMENDED) The gas discharge display device of claim 3, wherein the surface area of the electrodes in the first display element is larger than a surface area that would be necessary to reproduce the whitish color intended for display by using the combined light emission of the first through third display elements that is not received by said filter.

5. (TWICE AMENDED) The gas discharge display device of claim 2, wherein each of the display elements comprises a pair of electrodes to generate electric discharge between the electrodes to allow the fluorescent substances to emit light, and the dimension condition of each display element is an area of a light-emission region of the fluorescent substance.

6. (TWICE AMENDED) The gas discharge display device of claim 5, wherein the area of the light-emission region of the fluorescent substance comprises a fluorescent substance layer in the first display element that has an area that is larger than what would be necessary to reproduce the whitish color intended for display by using a combined light emission of the display elements that is not received by said filter.

7. (TWICE AMENDED) The gas discharge display device of claim 2, wherein each of said display elements comprises a pair of electrodes to generate an electric discharge between the electrodes to allow the fluorescent substances to emit light, and dielectric substance layers that cover the respective electrodes, and the structural dimension is a thickness of the respective dielectric layers.

8. (TWICE AMENDED) The gas discharge display device of claim 7, wherein the thickness of the dielectric substance layers in said first display element is less than what would be necessary to reproduce the whitish color intended for display by using a combined light emission of the display elements that is not received by said filter.

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C1
9. (TWICE AMENDED) The gas discharge display device of claim 1, wherein a light-emission intensity of a first display element corresponding to said first fluorescent substance is higher than an intensity that would be necessary to reproduce the whitish color intended for display by using a combined light-emission of first through third display elements corresponding to said first to third fluorescent substances that is not received by said filter.

28. (ONCE AMENDED) A gas discharge display device using a plasma display panel, comprising:

a plurality of discharge cells formed within a discharge space between a front substrate and a rear substrate, each of the discharge cells including a discharge gas therein and being provided with one of fluorescent substances of first, second, and third fluorescent substances selected to emit light for performing color display; and

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a filter having a characteristic of absorbing light within a wave range of visible light emitted by the discharge gas, the filter being disposed on a front side of the front substrate, wherein a light-emission intensity of at least one of the fluorescent substances is set to be larger than would be necessary to display an intended white light by simultaneous unfiltered light emission of the fluorescent substances, so that light within the wave range is emitted with intensity to compensate for attenuation of light within the wave range absorbed by the filter.

all C3
D2
29. (NEW) A display apparatus for displaying a target color, comprising:
a pixel comprising a first, second, and third cell, each cell comprising a discharge gas

and a substance, where the discharge gas emits a discharge light that enters the substance of the cell causing the substance to emit an emission light, whereby each cell emits a color that is a combination of the discharge light and the emission light of the cell, and wherein the color of each cell is different from that of the other cells; and

a filter attenuating the discharge gas light of the first, second and third cells more than it attenuates the emission light of the first cell.

30. (NEW) The apparatus of claim 29, wherein the color emitted by the first cell is constructed to have an intensity greater than necessary to reproduce, in combination with the color emitted by the second and third cells, the target light.

31. (NEW) A display apparatus, comprising:
a discharge gas emitting a discharge light that includes a first red light;
a cell of a pixel having a substance that, in response to being irradiated by the discharge light, emits a second red light; and
a filter attenuating the first red light more than it attenuates the second red light.

32. (NEW) The apparatus of claim 31, wherein the intensity of the second red light is increased in proportion to its attenuation by the filter.

33. (NEW) The apparatus of claim 32, wherein the intensity of the second red light is increased by modifying a physical dimension of the cell, which includes a physical dimension of the substance of the cell.

34. (NEW) A gas discharge display device comprising:
a plurality of discharge cells formed within a discharge space between a front substrate and a rear substrate, the discharge cells including a discharge gas therein and being provided with first, second, and third fluorescent substances of red, green and blue, the fluorescent substances being selected to emit light for performing color display; and
a filter having a characteristic of absorbing light within a wave range of visible light emitted by the discharge gas, the filter being disposed on a front side of the front substrate, wherein a light-emission intensity of at least one of the fluorescent substances is set to be larger than would be necessary to display an intended white light by simultaneous light emission of the

fluorescent substances, so that light within the wave range is emitted with intensity to compensate for attenuation of light within the wave range absorbed by the filter.

35. (NEW) The gas discharge display device of claim 34, wherein a structural dimension of a first display element corresponding to said first fluorescent substance is different from structural dimensions of second and third display elements corresponding to said second and third fluorescent substances, wherein the filter partially blocks the light emitted by the first element, and a light-emission intensity of the first display element is higher than would be necessary to reproduce the whitish color to be displayed by using a combined light emission of the first to third display elements that is not received by said filter.

36. (NEW) The gas discharge display device of claim 35, wherein each of the display elements comprises a pair of electrodes to generate an electric discharge between the electrodes to allow the fluorescent substances to emit light, and the dimension condition is a surface area of the electrodes.

37. (NEW) The gas discharge display device of claim 36, wherein the surface area of the electrodes in the first display element is larger than a surface area that would be necessary to reproduce the whitish color intended for display by using the combined light emission of the first through third display elements that is not received by said filter.

38. (NEW) The gas discharge display device of claim 35, wherein each of the display elements comprises a pair of electrodes to generate electric discharge between the electrodes to allow the fluorescent substances to emit light, and the dimension condition of each display element is an area of a light-emission region of the fluorescent substance.

39. (NEW) The gas discharge display device of claim 38, wherein the area of the light-emission region of the fluorescent substance comprises a fluorescent substance layer in the first display element that has an area that is larger than what would be necessary to reproduce the whitish color intended for display by using a combined light emission of the display elements that is not received by said filter.

40. (NEW) The gas discharge display device of claim 35, wherein each of said display elements comprises a pair of electrodes to generate an electric discharge between the electrodes to allow the fluorescent substances to emit light, and dielectric substance layers that cover the respective electrodes, and the structural dimension is a thickness of the respective dielectric layers.

41. (NEW) The gas discharge display device of claim 40, wherein the thickness of the dielectric substance layers in said first display element is less than what would be necessary to reproduce the whitish color intended for display by using a combined light emission of the display elements that is not received by said filter.

42. (NEW) The gas discharge display device of claim 34, wherein a light-emission intensity of a first display element corresponding to said first fluorescent substance is higher than an intensity that would be necessary to reproduce the whitish color intended for display by using a combined light-emission of first through third display elements corresponding to said first to third fluorescent substances that is not received by said filter.

c3
Comb
43. (NEW) The gas discharge display device of claim 34, wherein said filter has a color correction function for increasing a color temperature value.

44. (NEW) The gas discharge display device of claim 34, wherein said filter attenuates an intensity of light in a red wavelength region.

45. (NEW) The gas discharge display device of claim 34, wherein said filter has a characteristic such that an average transmissivity of light in a green wavelength region is lower than an average transmissivity of light in a blue wavelength region, and higher than an average transmissivity of light in a red wavelength region.

46. (NEW) The gas discharge display device of claim 34, wherein within a red wavelength region, said filter has a characteristic such that a transmissivity of a longer wavelength is higher than a transmissivity of a shorter wavelength.

47. (NEW) The gas discharge display device of claim 34, wherein said filter has a characteristic such that a wavelength providing the lowest transmissivity has a value within a range of 560 to 610 nanometers.

48. (NEW) The gas discharge display device of claim 34, wherein said filter has a characteristic such that absorption peaks appear at least in a wavelength region of 470 to 520 nanometers and in a wavelength region of 560 to 610 nanometers.

49. (NEW) The gas discharge display device of claim 34, further comprising a pair of substrates for forming a discharge space therebetween, and wherein said filter is formed directly on an inner or outer surface of one of said substrates that constitutes a display surface.

50. (NEW) The gas discharge display device of claim 34, further comprising a display panel having a discharge space therein with arranged display elements, and wherein said filter is fabricated separately from said display panel and disposed on a front side of said display panel.

51. (NEW) The gas discharge display device of claim 34, further comprising a display panel having a discharge space therein with arranged display elements and a transparent protection plate for protecting a display surface of said display panel, and wherein said filter is disposed on an inner or outer surface of the protection plate.

52. (NEW) The gas discharge display device of claim 34, wherein said filter is a pigment filter.

53. (NEW) The gas discharge display device of claim 34, wherein said filter is a multi-layer film filter.

54. (NEW) The gas discharge display device of claim 34, wherein said first fluorescent substance is a fluorescent substance for red composed essentially of (Y, Gd) B03 : Eu, said second fluorescent substance is a fluorescent substance for green composed essentially of Zn_2SiO_4 : Mn, and said third fluorescent substance is a fluorescent substance for blue composed essentially of BaMgA110017 : Eu.